



ASAD AHMED

Sr. UI UX DESIGNER & FRONT END DEVELOPER

Experience: 10+ Years

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Objective

With a decade of experience as a UI/UX Designer, I am committed to setting a standard for excellence within the realm of new media artistry. Continuously expanding my knowledge base in web technologies, I remain abreast of the latest advancements to enhance the quality of my work. I am dedicated to refining my craft, ensuring that my designs evolve with the rapidly changing landscape of technology and user expectations.

Seeking a career-oriented role where I can leverage my extensive expertise and passion for innovation. Self-motivated and driven by a relentless pursuit of excellence, I am eager to contribute to challenging projects that push the boundaries of design and foster professional growth. With a steadfast determination and unwavering dedication, I aspire to achieve new heights in my career journey.

Skills

Adobe Photoshop ★★★★★

Figma ★★★★★

Adobe Illustrator ★★★★★

Adobe Dreamweaver ★★★★★

Bootstrap ★★★★★

HTML/CSS ★★★★★

WordPress ★★★★★

Wordpress DIVI ★★★★★

Personal Profile

Design Loves Strategy - UX / UI + CODER

I embody the synergy between design and strategy, seamlessly blending creativity with technical proficiency as a UI/UX Designer. My strength lies in adaptability, allowing fluid transition between roles as a designer, coder, and decision-maker.

I excel in diverse design domains, including Web Designing, Front End Development, Mobile App Designing, multimedia, logo designing, branding, and print. This versatility reflects in my work, where I approach each task with precision and innovation.

Driven by a passion for merging design excellence with strategic vision, I thrive in dynamic environments where creativity and analytical thinking converge. My multifaceted skill set positions me as a valuable asset capable of driving impactful results across various design disciplines.

Work Experience

UI UX Designer

Vision Bank – www.visionbank.com.sa

Jan 2024 – Present - Hybrid - Riyadh, Saudi Arabia

- Developing user-friendly interfaces for the mobile app's Onboarding section, focusing on intuitive navigation and engaging user experiences.
- Designing mobile screens and conducted user surveys within the Bank and tests to gather feedback for continuous improvement.
- Creating prototypes and wireframes to guide development and ensure design fidelity.
- Collaborating closely with developers, providing timely support and delivering necessary assets to facilitate smooth implementation of designs within specified timelines.
- Engaging in close collaboration with illustration and animation artists, orchestrating the integration of dynamic animations to enhance user engagement and elevate the overall user experience.
- Actively participating in daily scrum meetings and weekly design gatherings, fostering a culture of collaboration, feedback exchange, and continuous improvement within the design team.
- Operating within a structured Agile framework, adhering to a 15-day sprint cycle to effectively manage project timelines and deliverables.
- Reporting progress and sought guidance from line manager and Product Manager, ensuring alignment with overarching business goals and objectives.

Softwares Proficiency

I have extensive knowledge of many software applications. Listed are those which I use on a regular basis:

Figma & Adobe Photoshop

I have been using Figma & Photoshop extensively and consider myself to be an expert user. I use Photoshop for creating layouts for most of my designs as well as website templates ,Mobile Apps & landing Pages.

Adobe Dreamweaver & Sublime

I've used a range of HTML authoring software but Dreamweaver has been my choice for 10 years. When necessary I can also handcode.

Adobe Illustrator

Although I am more comfortable with pixels rather than vectors, I have had plenty of experience creating layouts, illustrating and designing with these applications

Sr. UI UX Designer & Front End Developer

Innovation Box (360 Digital Agency) -- www.innovationbox.ae

Nov 2017 – Dec 2023 - Al Majaz, Sharjah, United Arab Emirates

- Design/ Prototype Websites, Mobile Applications and Marketing Materials using Photoshop, Illustrator, XD and Figma.
- Performed front-end development for interactive websites to improve functionality and user experience using HTML, CSS, and JQuery Libraries.
- Provide web solutions and develop web sites based on specific business needs.
- Managed client's website design from concept to final product.
- Performed routine updates, upgrades and overall maintenance of website.
- Setting up customer's web site hosting on company servers, registering domain names and preparing email accounts.
- FTP File management, Go Daddy maintenance, email account set-up/hosting.
- Meeting with Clients and Team to gather all the requirements.

Web Graphic Designer & Front End Developer

Qurais General Trading LLC

Nov 2016 – Oct 2017 - Sheikh Zaid Road, Dubai

Web: Website Design (Bootstrap Responsive) , WordPress Management, OpenCart Management, Custom Wordpress (CMS), Psd to Html, Psd to WordPress.

Graphic / Social Media: Banners for website, Banner for FB, Products Post for FB, Products Editing.

Print: Branding / Identity Creation, Stationary Design, Flyers, Posters, Newsletters, Brochure, Business Card.

Web & Graphic Designer

Xellerix Fz LLC

Feb 2016 – April 2016 - Media City, Dubai

Web: Website Design (Bootstrap Responsive) , Custom Wordpress (CMS), Psd to Html, Psd to WordPress

Print Branding / Identity Creation, Stationary Design, Flyers, Posters, Newsletters, Brochure, Business Card.

Web Designer

A2Z Creatorz

March 2014 – December 2015 Karachi, Pakistan

This is where my journey started. I've been very lucky to work closely with my CEO who had a strong Artistic background a person who respected the modern technology. This is where I learnt what is grid, negative space and so on and on forth.

Web: Website Design (Bootstrap Responsive) , Custom Wordpress (CMS), Psd to Html, Psd to WordPress.

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Projects

With nearly a decade of experience in UI/UX design, I've spent the past six years at a leading 360 digital agency, where I've been instrumental in shaping a range of projects, primarily focused on government and semi-government initiatives.

Notable endeavors include the design and development of the HIPA (Hamdan Bin Mohammed Bin Rashid Al Maktoum International Photography Award) website and app, as well as the creation of websites for the Sharjah Election, Sharjah Health Care City, Sharjah Business Women Council, Dubai International Marine Club etc..

Each project demanded an acute attention to detail, ensuring intuitive user experiences and seamless functionality tailored to diverse stakeholders

Currently, I'm leveraging my expertise as a UI/UX Designer at a digital bank, where my focus is on refining the website to deliver an optimal digital banking experience. These projects exemplify my dedication to delivering innovative design solutions across various industries, underscored by a commitment to excellence and a passion for creating impactful user experiences.

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Freelance Experience:

Freelance Shopify Web & Graphic Designer

Butter DXB

Feb 2022 – Present Dubai, UAE

Freelance Web & Graphic Designer

Business Website Builder

May 2015 – 2021 Torrance, California

Online Portfolio / Projects

Online Portfolio URL

<https://axadahmed.com/works.html>

<https://www.behance.net/axad>

<https://www.instagram.com/a.dezigns/>

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